

FIG. 1

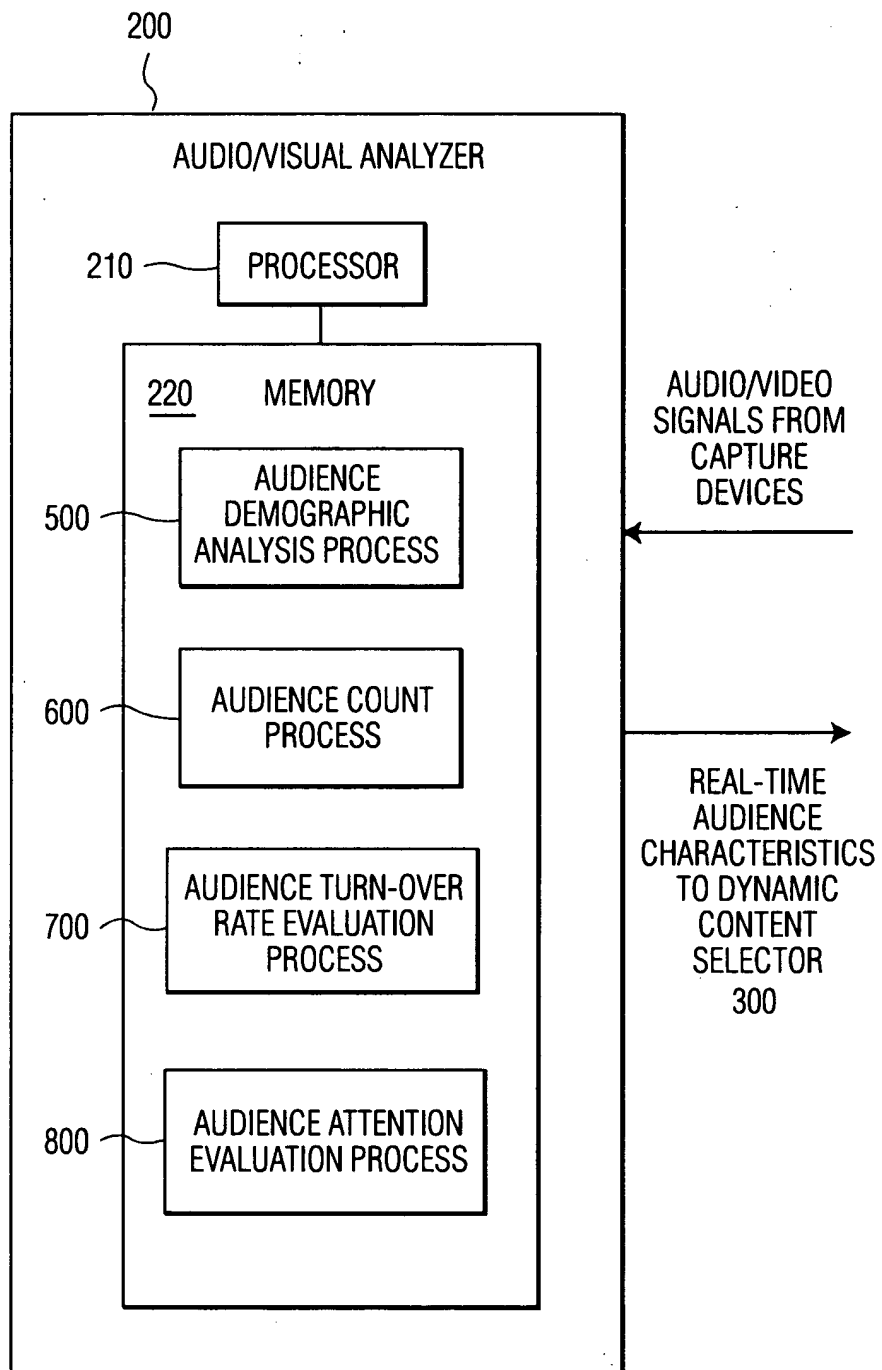


FIG. 2

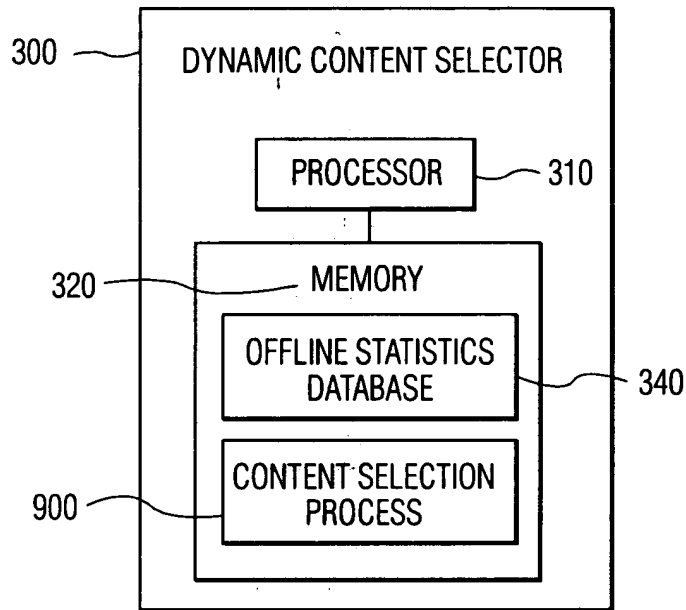


FIG. 3

CONTENT DATABASE 400				
	430 CONTENT IDENTIFIER	440 BRIEF DESCRIPTION	450 TARGET AUDIENCE	460 LENGTH
405	AD1	CANADIAN TOURISM BOARD AD	CANADIAN TOURISTS	5 MINUTES
410	NEWS2	SPORTS UPDATE	MEN	30 MINUTES
415	AD6	RESTAURANT ADVERTISEMENT	GENERAL	30 SECONDS
•••••				
420	AD5	TOY STORE AD	CHILDREN	1 MINUTE

FIG. 4

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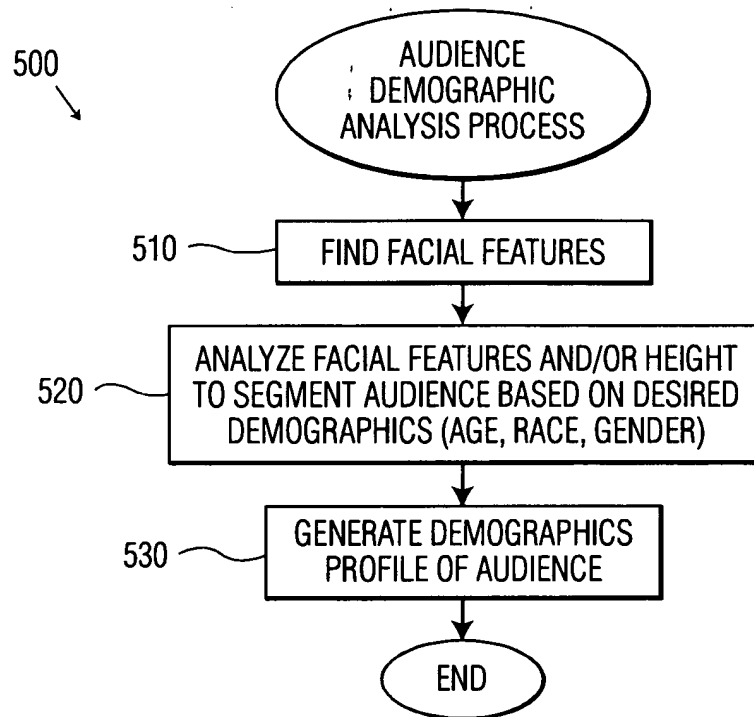


FIG. 5

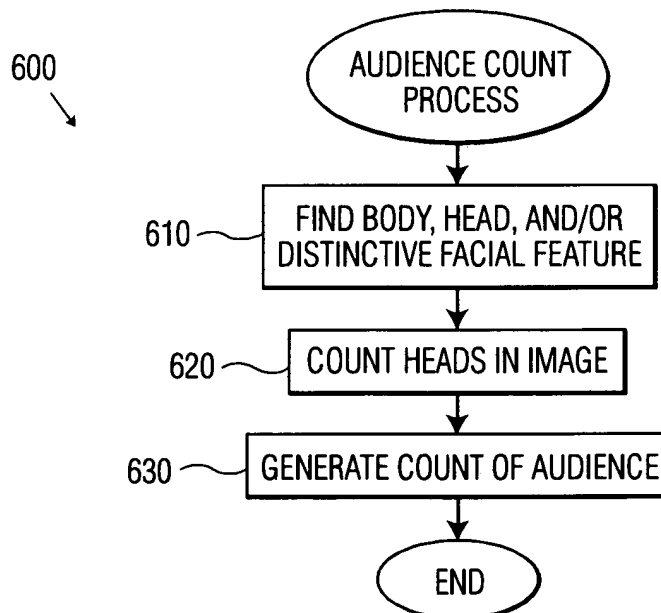


FIG. 6

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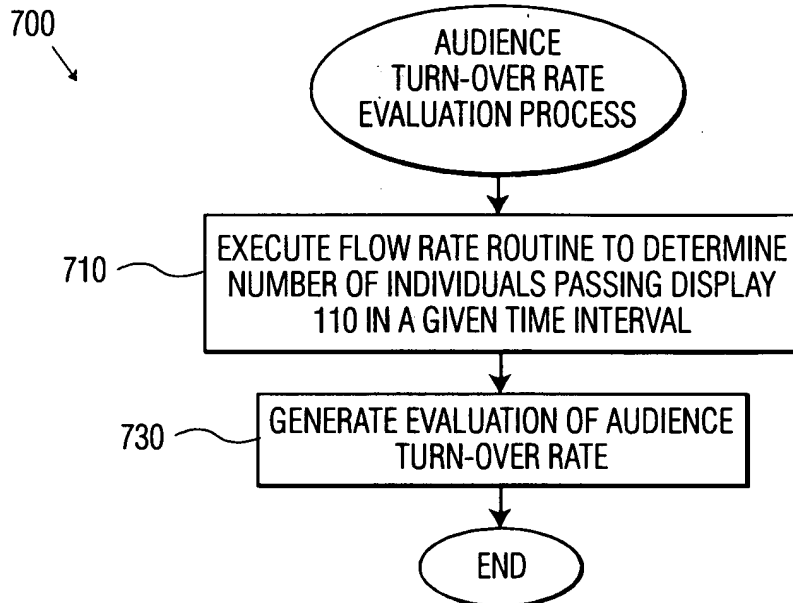


FIG. 7

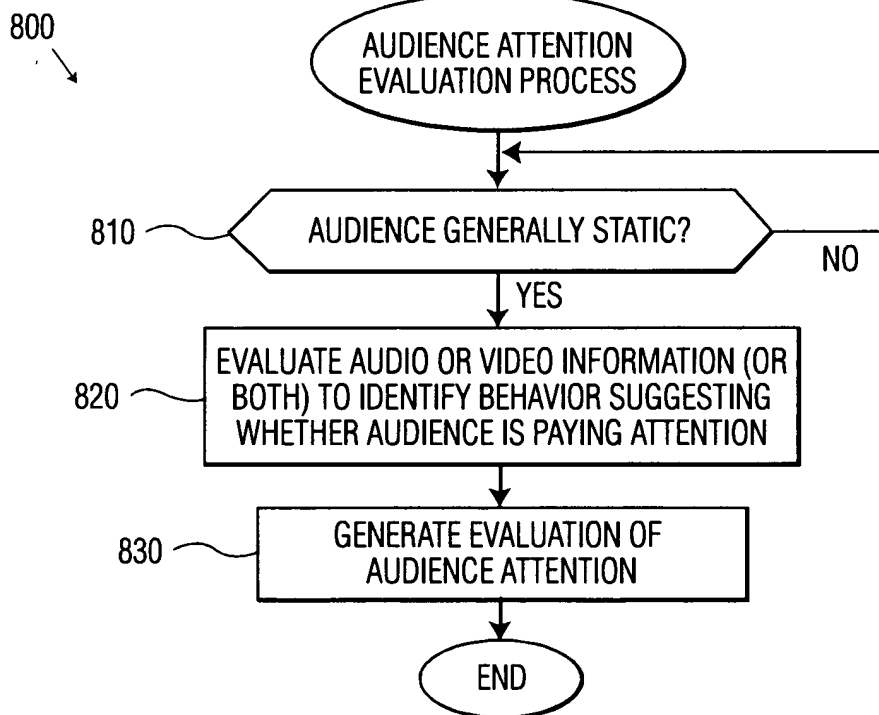
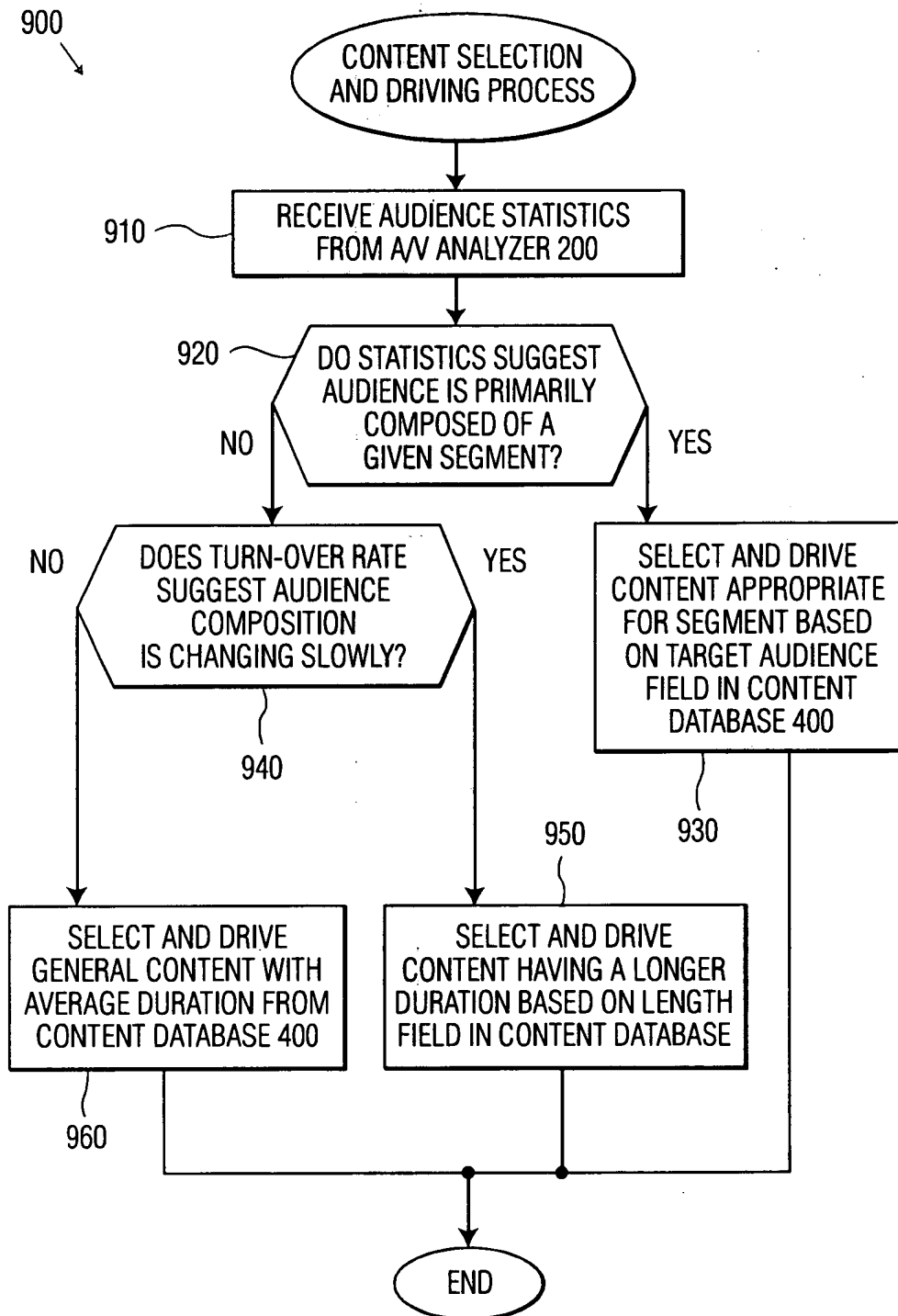


FIG. 8



## CONTENT EVALUATION REPORT-1000

CONTENT: AD1

CONTENT PROVIDER: CANADIAN TOURISM BOARD

		1051	1052	1053
		0 TO T	T TO 2T	2T TO 3T
1005	NUMBER OF PEOPLE IN AUDIENCE	40		
1006	NUMBER OF PEOPLE ARRIVING DURING PRESENTATION	10		
1007	NUMBER OF PEOPLE LEAVING DURING PRESENTATION	5		
1008	TURNOVER RATE			
1009	PERCENTAGE MALE/FEMALE			
1010	PERCENTAGE ADULT/CHILDREN			
1011	PERCENTAGE FACING DISPLAY			
1012	PERCENTAGE CHANGING FACIAL EXPRESSION			
1013	PERCENTAGE CHANGING BODY POSTURE			

FIG. 10